

17. (Once Amended) An apparatus, comprising:

(a) a vehicle location tracking system configured to track the location of a vehicle during at least a portion of a period of time associated with an economic transaction associated with rental of the vehicle; and

B2 (b) a program configured to receive location information from the vehicle location tracking system to identify the location of the vehicle during the portion of the period of time associated with the economic transaction associated with rental of the vehicle, at least a portion of the location information indicating that the vehicle was located at a location having an increased level of risk, the program further configured to adjust a cost associated with the economic transaction associated with rental of the vehicle at least in part based on the location of the vehicle at the location having the increased level of risk.

29. (Once Amended) A program product, comprising:

B3 (a) a program configured to receive location information identifying the location of a vehicle during at least a portion of a period of time associated with rental of the vehicle, at least a portion of the location information indicating that the vehicle was located at a location having an increased level of risk, the program further configured to adjust a cost associated with the rental of the vehicle at least in part based on the location of the vehicle at the location having the increased level of risk; and

(b) a signal bearing medium bearing the program.

### REMARKS

This paper is submitted in reply to the Office Action dated October 8, 2002, within the three-month period for response. Reconsideration and allowance of all pending claims are respectfully requested.

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